
Survey Programming and Reporting

Background

- Founded in 2000, our management team has over 25 years combined experience in both traditional and online research
- With over 80 employees and four offices (Fresno, Los Angeles, New York and Portland), we specialize in integrating state of the art technology with traditional research techniques (both online and offline)
- Our team has developed some of the most innovative survey and reporting tools available for online research today



What makes us tick...

- US based programming staff & project managers that come from full service research suppliers (no explaining research basics!)
- Proprietary survey technology that allows for state of the art efficiencies in programming and reporting
- Surveys and reporting tools can be completely customized and/or re-branded
- Dummy data available for all projects prior to field
- Comprehensive online reporting tools
- We specialize in...
 - Interactive surveys (Flash programming)
 - Multimedia surveys (full screen, secure video)
 - Complex survey designs and outputs (conjoint/discrete choice)



Additional Service Offerings

- **Data processing & coding**
 - Decipher employs a full time data processing staff utilizing Quantum
 - Large scale data management and data mining services including database development and reporting (online and offline)
- **Sampling (single or multi source)**
 - Network of both traditional and non-traditional sample partners
- **Panel creation & management**
 - Creation of traditional research panels utilizing client lists
- **Custom online community development**
 - Community design and development
 - Recruitment
 - Maintenance
 - Email to survey management
- **Custom technology development**
 - We provide custom technology development services for any research or operational need



Online Reporting Portal

- Single secure online location where all project information is automatically stored, providing one easy access point to all Decipher monitoring and reporting environments
- Allows for multiple or custom access levels for clients and vendors
- Portal functionality includes...
 - Change management system
 - Dummy data generation tool
 - Real time field stats (completes, terminates, average length, completion rates, etc)
 - Real time quota editing
 - Cross tabs
 - Data downloads/table exports



Capacity & Scalability

- Overall survey throughput is 800 survey pages per second for moderately complex surveys (by Decipher standards), up to 2000/s for simple surveys
- Server hardware: Dell R900 (16 processor cores, 16Gb of RAM); respondent data on external RAID array (Dell MD3000; 15x SAS 300G 15kRPM drives) connected to an additional server which can take over in case of fatal hardware failure through warm failover
- World-class infrastructure provided by Rackspace (100% network uptime); tier 1 network; redundant HVAC, conditioned power, biometric security
- Highly-redundant hardware (RAID storage, redundant fan and power supply), monitored 24/7; Rackspace guarantees 1-hour exchange of any failed hardware
- 99.9% availability YTD in 2008
- Senior technical staff in multiple cities and continents (Fresno, Portland & Denmark)



Staff Resources

A dedicated team will be assigned to this project:

- Account Manager (primary contact)
- Project Manager (timeline and quality)
- Programmer (the survey instrument)
- Data processor (data delivery)



Confidentiality/Privacy

Decipher considers confidentiality and privacy paramount to the research process. Our team has experience...

- Working with multiple research suppliers who actively compete against one another.
- Working with multiple sample suppliers who may be fulfilling against the same project.
- Working with sensitive client data (new product testing, proprietary industry information).
- Working with sensitive respondent data (account data, access codes, financial information, etc).



Why Decipher?

- Focused. Our sole focus is quantitative data collection.
 - We provide programming for online, CAPI and CATI studies.
 - In house data processing team to ensure a seamless process from data collection to data analysis.
- Experienced. Decipher has years of experience working with both traditional (online panels) and non-traditional sample sources (river sampling, community sites, targeted portals, etc) as well as experience implementing and managing online data quality systems.
- Unbiased. Decipher does not own a panel and is not contractually obligated to any sample supplier.
- Flexible. Decipher's proprietary software package can easily be customized (add on software, look/feel of survey).



A Few of Our Clients

"What's most impressed me about Decipher is their ability to say 'yes' and then follow through on the promise. They've executed complex online study designs and custom data delivery requests with rapid turnaround times, and I've yet to find a situation where they were unable to accommodate."

Oliver Raskin
Senior Analyst, Premium Services
Yahoo! Incorporated

"Decipher is our preferred provider. Great service. Innovative tools. Great people to work with. They continually rise to the occasion and go beyond what is expected."

Jeffrey Stanley
Executive Director, Research
MediaLive International

